

Message Text

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PAGE 01 MOSCOW 13576 231428Z

73

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UNCLAS MOSCOW 13576

USDOC FOR BEWT/TDAD AND TPD

E.O. 11652: NA

TAGS: BEXP, UR

SUBJECT: PROPAK USSR - 75

REF: USDOC 14171

1. COMMERCIAL OFFICE LOOKS FORWARD TO DRECHSLER VISIT, AND WE WILL PROVIDE ALL NECESSARY ASSISTANCE.

2. IT IS DIFFICULT TO COMPARE COMMERCIAL POTENTIAL OF PROPOSED PROPAK USSR EXHIBIT AND USSR CHAMBER OF COMMERCE AND INDUSTRY EXHIBITION OF SIMILAR EQUIPMENT SCHEDULED FOR BAKU IN OCTOBER 1976. ON THE ONE HAND, HOLDING EXHIBITION IN MOSCOW, EVEN THOUGH BULK OF FOOD PROCESSING/PACKAGING INDUSTRY LOCATED ELSEWHERE, WILL PROVIDE EXCELLENT EXPOSURE TO DECISION MAKERS IN BOTH FTO'S AND MINISTRIES. ON OTHER HAND, EXHIBITION IN BAKU WOULD HAVE ADVANTAGE OF EXPOSURE TO IMPORTANT REGIONAL FOOD INDUSTRY IN TRANS-CAUCASIAN REPUBLICS. AS COMMERCIAL OFFICE HAS PREVIOUSLY NOTED, LOGISTICAL PROBLEMS OF DISPLAYING EQUIPMENT IN BAKU WOULD APPEAR TO BE FORMIDABLE AND IN ANY EVENT MUCH MORE SEVERE THAN IN CASE OF MOSCOW.

3. WE SUGGEST THAT DRECHSLER PLAN TO DISCUSS POSSIBLE OVERLAP BETWEEN PROPAK USSR AND BAKU EXHIBITION WITH CHAMBER OF COMMERCE IN ORDER TO MINIMIZE ANY POTENTIAL CONFLICT BETWEEN THESE TWO EVENTS.

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MATLOCK

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